

FIG. 1

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Stefanie M. Howell at 650-320-4000
Title: A SYSTEM AND METHOD FOR EVENT MARKETING
AND MANAGEMENT AUTOMATION
Docket No 17267-00001

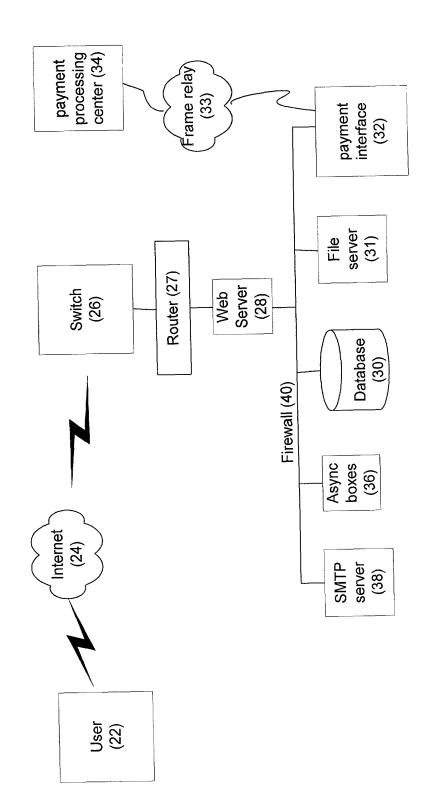


FIG. 2

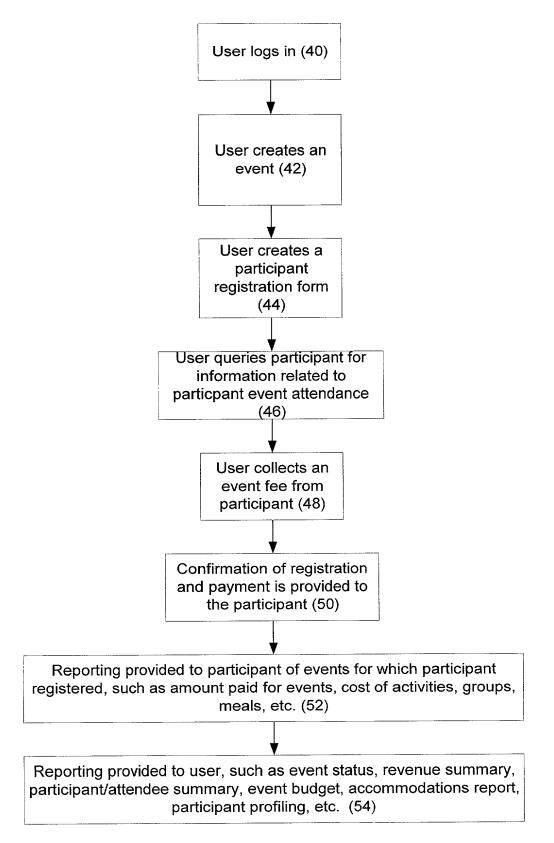


FIG. 3

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User decides whether to copy a previously created event or create an event from scratch (56) User determines event page format, such as selecting an image from the image gallery to include on the event page, customizing field labels, etc. (58) User determines event details, such as whether a fee will be associated with the event, such as capacity of event, whether a meal is included, whether a promotion code is associated with the event, whether transaction fee is absorbed by the user or passed through to the participant, etc. User determines invitee details, such as whether potential particpants are invited according to a contact file or participant parameters (62) User determines event invitation forwarding format, such as email, ground mail, etc. (64) User determines display format to present to the participant following registration, such as whether a link will be provided to the particpant following registration for the event, confirmation of registration

FIG. 4

and payment, etc. (66)

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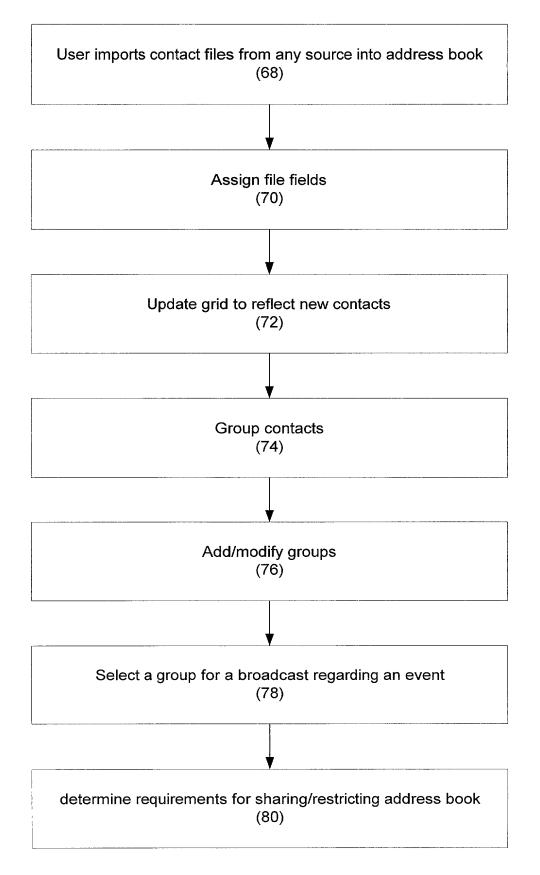


FIG. 5

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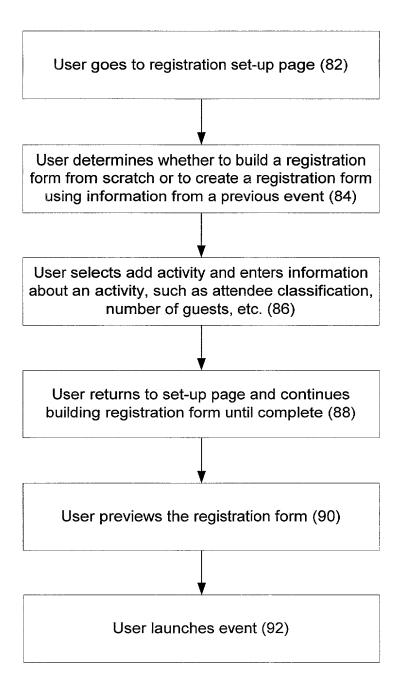


FIG. 6

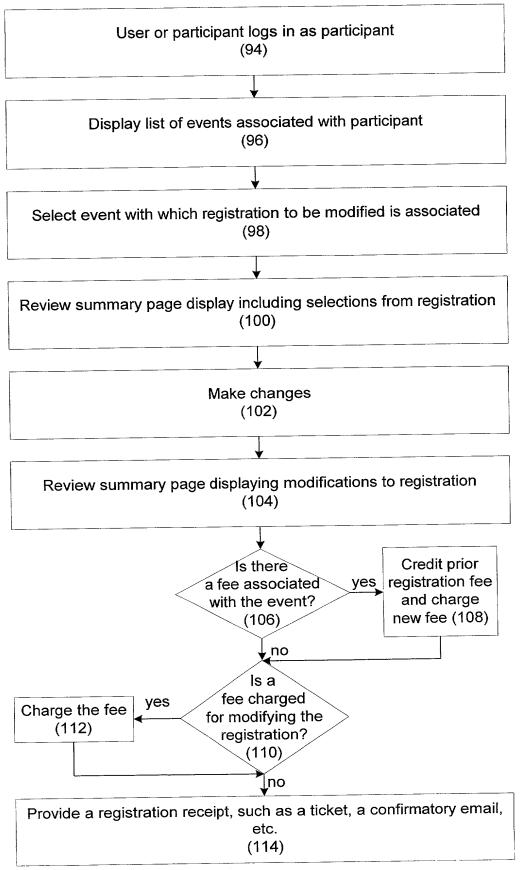


FIG. 7

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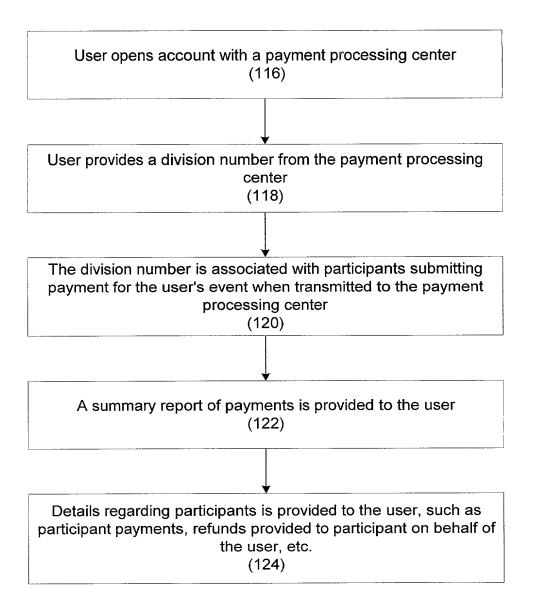


FIG. 8

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Sample Attendee Agenda

(126) Attendee Name:

John Smith

(128) Event Name:

ABC 5th Annual National Sales Training Conference

(130) Event Date:

April 3 - 5, 2001

Registration Details (132)

Registration (138)	Date & Time (140)	Amount (142)
Opening Session (Mandatory)	4/3/2001 9:00 AM	\$0.00
Sales Strategy Seminar	4/3/2001 2:00 PM	\$100.00
Dinner with VP of Sales	4/3/2001 7:00 PM	\$0.00
Selling Seminar	4/4/2001 9:00 AM	\$200.00
Top Salesperson Award	4/4/2001 6:00 PM	\$0.00
Sales and Marketing Training	4/5/2001 9:00AM-3:00 PM	\$300.00
Closing Reception	4/5/2001 5:00 PM	\$0.00

Questions and Answers (134)

Question (144)	Answer (146)
What is your shirt size?	Large
What's your selling territory?	West Coast
Did you attend last year's conference?	No
Do you need pick up at the airport?	Yes

Meal Preferences (136)

Meal Name (148)	Meal Selection (150)	Answer (152)
Dinner with VP of Sales	Appetizer	Crab Cake
	Entrée	Salmon
	Dessert	Cheesecake
Top Salesperson Award	Appetizer	None
	Entrée	Chicken Pasta
	Dessert	Apple Pie
Closing Reception	Appetizer	Stuffed Mushroom
	Entrée	Filet Mignon
	Dessert	Fruit Tart

FIG. 9

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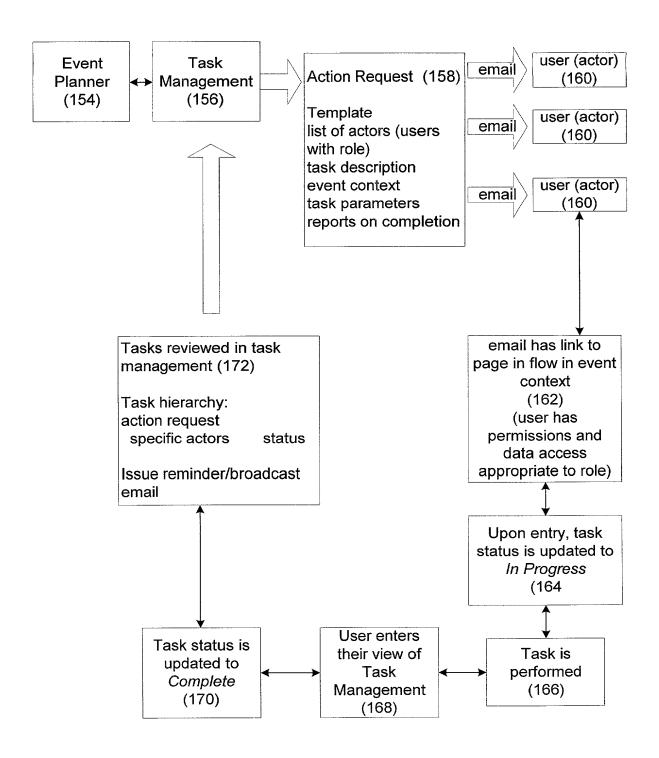


FIG. 10

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